

BAB V

KESIMPULAN DAN SARAN

5.1. Kesimpulan

Berdasarkan hasil penelitian dan pembahasan pada bagian sebelumnya, maka peneliti menyimpulkan beberapa hal sebagai berikut:

1. *Perceived Relevance* tidak berpengaruh signifikan terhadap *Performance Expectancy*
2. *Interactivity* berpengaruh signifikan terhadap *Performance Expectancy*
3. *Informativeness* berpengaruh signifikan terhadap *Performance Expectancy*
4. *Performance Expectancy* berpengaruh signifikan terhadap *Purchase Intention*
5. *Perceived Relevance* tidak berpengaruh signifikan terhadap *Purchase Intention* melalui *Performance Expectancy*
6. *Interactivity* berpengaruh signifikan terhadap *Purchase Intention* melalui *Performance Expectancy*
7. *Informativeness* berpengaruh signifikan terhadap *Purchase Intention* melalui *Performance Expectancy*

5.2. Saran

5.2.1. Saran Akademis

Peneliti menyarankan untuk penelitian di masa mendatang agar dapat memperluas jumlah sampel agar memperkuat kepastian variabel *perceived relevance* yang dalam penelitian ini tidak berpengaruh signifikan terhadap *performance expectancy* dan *purchase intention* melalui *performance expectancy* sebagai variabel mediator. Peneliti selanjutnya juga dapat menggunakan variabel lain yang belum digunakan di penelitian ini agar mendapatkan variabel – variabel lain yang dapat mendukung iklan di media sosial sekaligus memperkuat teori iklan di media sosial. Peneliti juga menyarankan untuk penelitian sejenis di masa mendatang agar menggunakan metode lain yang memperhatikan normalitas data agar hasil uji yang didapat semakin valid.

5.2.2. Saran Praktis

Hasil penelitian ini dapat digunakan perusahaan Moriku dan perusahaan sejenis untuk meningkatkan minat membeli menggunakan iklan yang interaktif dan informatif. Iklan yang interaktif dapat dilakukan secara mudah melalui media sosial dengan menggunakan fitur tanya jawab, *polling*, dan lain – lain. Moriku dan perusahaan sejenis juga dapat memaksimalkan konten yang dibuat dengan informasi yang dibutuhkan calon konsumen agar iklan yang dibuat informatif.

5.3. Keterbatasan Penelitian

Penelitian ini tidak dapat memenuhi prinsip generalisasi karena pengambilan sampel tidak dilakukan secara merata di suatu lokasi. Demikian juga dengan alat yang digunakan (*PLS*) tidak melihat normalitas data.

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